

MARKETING & OUTREACH COMMITTEE MEETING

Wednesday, September 5, 2018 • 1:00 p.m. – 2:00 p.m. • L-209

Members: Steve Quis, Jesse Lopez, Sonny Nguyen, student 1 (vacant), student 2 (vacant), student 3 (vacant), Yolanda Giang, Damaris Garduno, Lisa E. Munoz, Jordan Omens (absent), Anh Nguyen, David Wilhelm, Library rep (vacant), MBEPS (vacant Fall 2018).

Guests: Jamie Higgins.

Meeting called to order at 1:07p.m.

A. Updates from Quis: Since our last meeting in April 2018, **Quis** updated the committee on the following. Summer marketing focused on recruiting promise students and making sure we kept our Poway Unified students from switching to the new Palomar South Campus in Rancho Bernardo. Geofencing/social media (promise) and a Youtube/social media (Palomar) was used. It is too early to determine what impact the new Palomar campus has had or what impact our marketing had to keep our students. We do know that 850 students filled out a Miramar College information form in regards to the promise. Sonny will tell us how many enrolled later in the meeting. The College entered into an agreement with KUSI-TV to be the exclusive sponsor of the Prep Pigskin Report's Alarm Clock Pep Clock. This would allow us face to face interaction with prospective students on our feeder campus. The next pep rally is at UC High School on Sept. 8. However, this will be the last. Due to concerns raised by our sister colleges and the district, we have decided to cancel our sponsorship moving forward. In retrospect, we did get the most perfect 4 weeks out of it (came during fall enrollment window). We built a landing page to track students. Built information form and designed a postcard to give to students with the college's information. We also entered into a partnership with Iheart Radio to run spots July-August. The College renewed our bus contract to have 8 buses ride around the county. The buses were repainted to reflect the San Diego Promise and free tuition at the college. The billboard remains on Miramar Road just past Camino Ruiz and there are 6 bus shelters around campus in Mira Mesa through March 2019. Mira Mesa Living summer ad for July 4. You may see the new directories around campus. New map/new signs will free up A-frames. We did a website banner for promise with front page link to district's promise landing page. We are in the process of renewing Virtual Reality Campus Tour. 5,283 visits last year. People stayed on it around 6:52. Had 638 requests for info. Recently the PIO budget was trimmed by 10% on August 28. At the time of the cut backs, 52% of PIO budget for the year had been allocated and spent. There isn't much left.

B. Updates from Sonny: Promise is in year 3. There was a much bigger cohort in year 3. Around 1,000 students expressed interest in attending Miramar alone. About 500 enrolled. The district had planned for about 1,000 students (non-eligible for the CA Promise) district wide to enroll. Additional book grants for the neediest students is a new wrinkle that is being worked out. Annette Benning will be the guest of honor at a San Diego Promise fundraiser on Sept. 20 at the Natural History Museum.

C. Update from Jesse Lopez: **Quis** reported on behalf of Ben Gamboa and Jesse Lopez. From July-August and again December-March the college will run :30 spots promoting SWP programs. There is also a digital and social media component to the campaign. The spots can be heard on Jamin 95-7, Channel 93-2 and KGB. **Lopez** introduced Jamie Higgins, who joins the college as a project manager for Strong Workforce and will help the college connect with alumni. She is the official administrator of the Miramar College LinkedIn page. **Lopez** states that the objective of marketing for Strong Workforce, and his school, won't be about increasing enrollment necessarily, but rather the focus will be on finding alumni that connect current students with jobs.

D. New Business:

E. Old Business

F. Place Holders

I. Reports: None

(Please limit each following report to two minutes maximum. If you have any handouts, please e-mail them to Steve Quis ahead of time to be included for distribution electronically.)

Announcements: None

I. Adjourn: 2:03pm

*** San Diego Miramar College 2013 – 2019 Strategic Goals**

Goal 1: Provide educational programs and services that are responsive to change and support student learning and success.

Goal 2: Deliver educational programs and services in formats and at locations that meet student needs.

Goal 3: Enhance the college experience for students and the community by providing student-centered programs, services and activities that celebrate diversity and sustainable practices.

Goal 4: Develop, strengthen and sustain beneficial partnerships with educational institutions, business and industry, and our community.

Please see <http://www.sdmiramar.edu/institution/plan> for San Diego Miramar College 2013-2019 Strategic Plan.

As a courtesy, please let the College and Academic Senate Presidents know if you cannot attend the meeting.